ENVIRONICS RESEARCH

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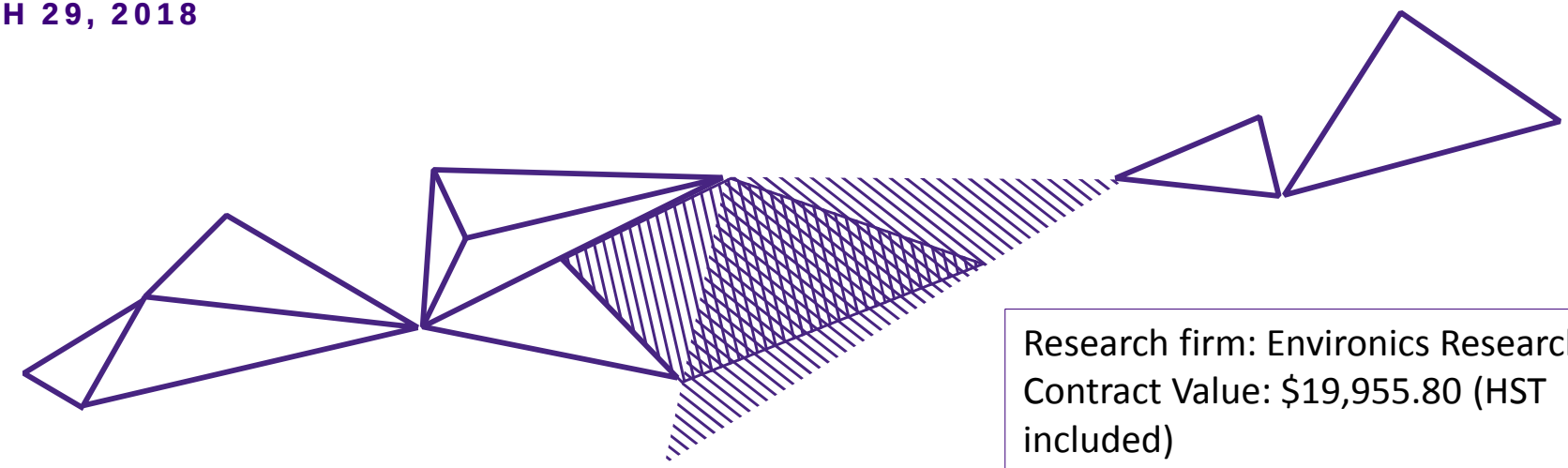
Report date: March 2018

Healthy Eating Indicators Summary Report

HEALTH CANADA

MARCH 29, 2018



Research firm: Environics Research
Contract Value: $19,955.80 (HST included)
For more information on this report, please contact Hc.cpab.por.rop.dgcap.sc@canada.ca
Ce rapport est aussi disponible en français.

OVERVIEW AND METHODOLOGY

Environics included questions on a national online omnibus study on behalf of Health Canada. This project aimed to determine, through testing with a graphic online interface, the proportion of Canadians who are able to identify, from the packaging, foods that are high in sodium, sugar and saturated fat. These baseline indicators will be used to assess future nutrition labelling and education. The target audience of this research is the general population of Canadian adults (aged 18 and older).

This report provides the results from interviews with 2,000 Canadians, conducted between March 16 and March 23, 2018. The survey data was weighted by region, gender and age to match Canadian census data.

In this report, results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses.

Findings

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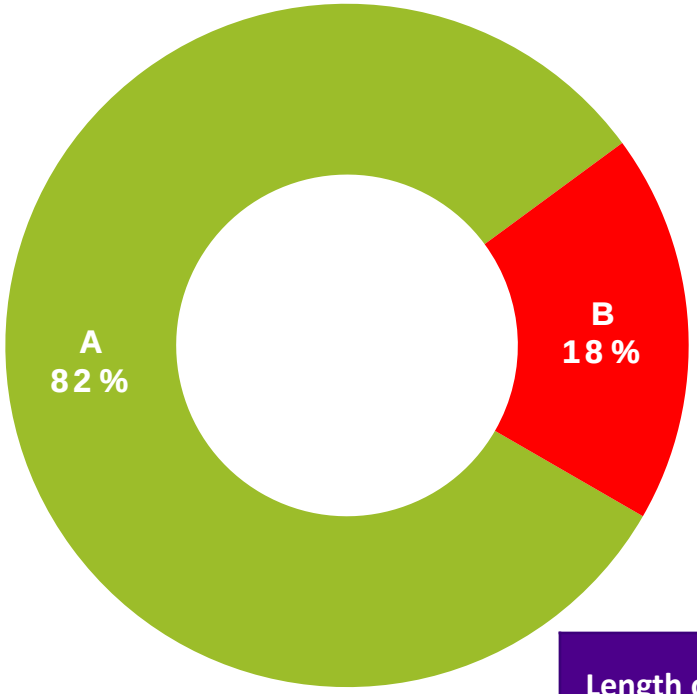
ABILITY TO IDENTIFY A PRODUCT HIGH IN SUGAR

More than eight in ten correctly identified the cereal high in sugar.

A (Correct)



B (Incorrect)

Median decision time: 44 seconds

Correct: 45 seconds

Incorrect: 43 seconds

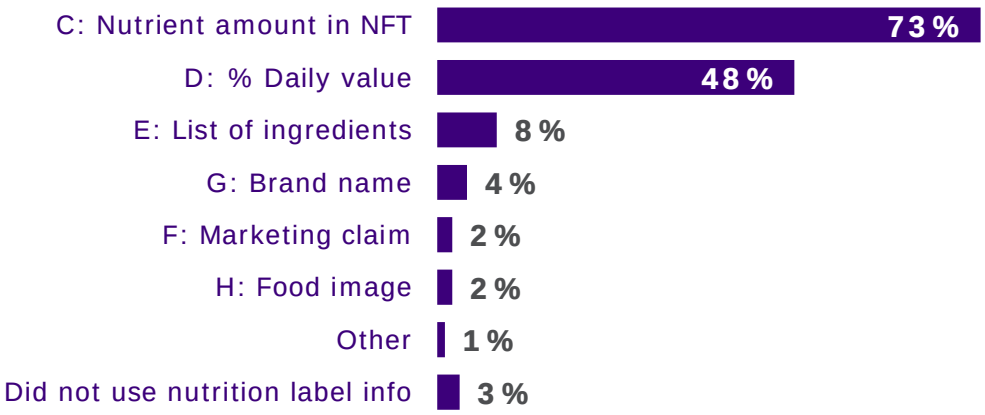
Length of time	Overall Proportion	Correct	Incorrect
0-20 seconds	15%	13%	23%
21-40 seconds	29%	30%	25%
41-60 second	23%	24%	19%
1-2 minutes	23%	24%	23%
2+ minutes	9%	9%	10%

Q1A. Which cereal is high in sugar? **Base**: All respondents (n=2,000)

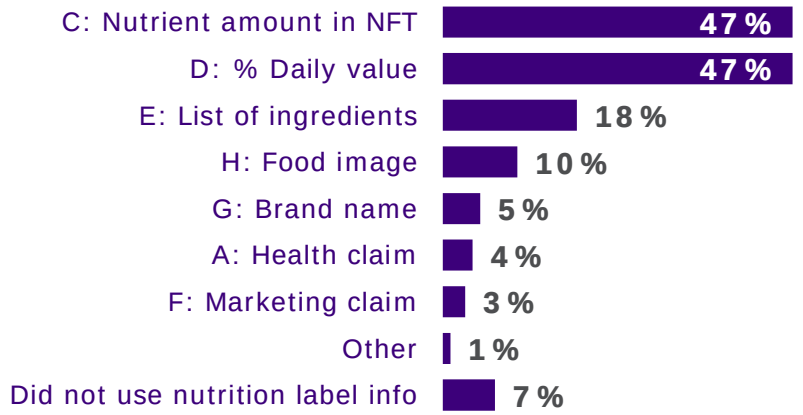
INFORMATION USED TO IDENTIFY THAT A PRODUCT IS HIGH IN SUGAR

Three quarters of people used the nutrient amount in the Nutrition Facts Table (NFT) to successfully identify the cereal high in sugar.

Product A (n=1,627)



Product B (n=373)

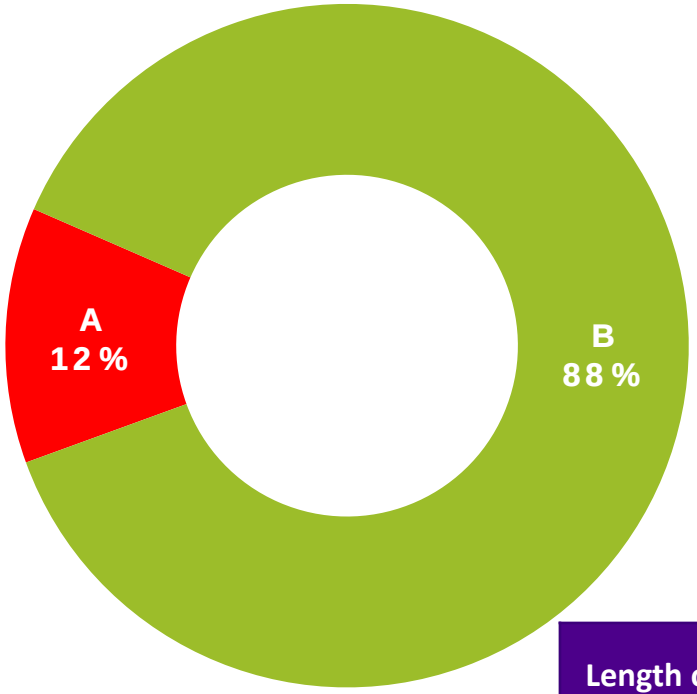


Q2A. What information on the cereal package did you use to make your decision? Please select the information you used (*select all that apply*).

ABILITY TO IDENTIFY A PRODUCT HIGH IN SODIUM

Almost nine in ten identified the Cinema Popcorn as the product high in sodium.

A (Incorrect)



B (Correct)

Median decision time: 35 seconds

Correct: 36 seconds

Incorrect: 20 seconds

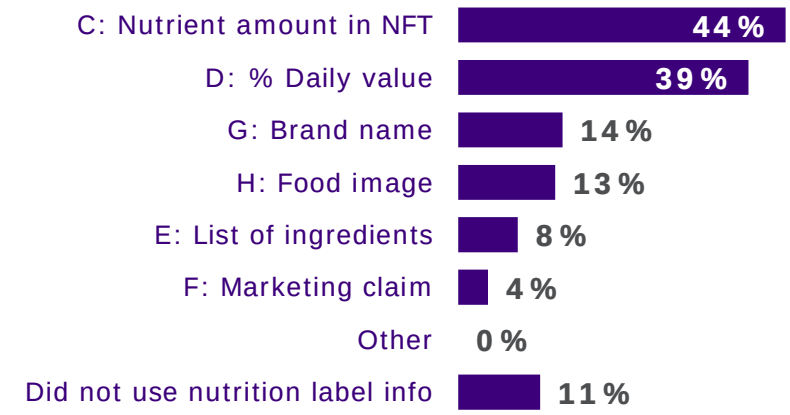
Length of time	Overall Proportion	Correct	Incorrect
0-20 seconds	21%	16%	50%
21-40 seconds	37%	40%	17%
41-60 second	20%	21%	11%
1-2 minutes	16%	17%	14%
2+ minutes	6%	6%	8%

Q1A. Which popcorn is high in sodium? **Base**: All respondents (n=2,000)

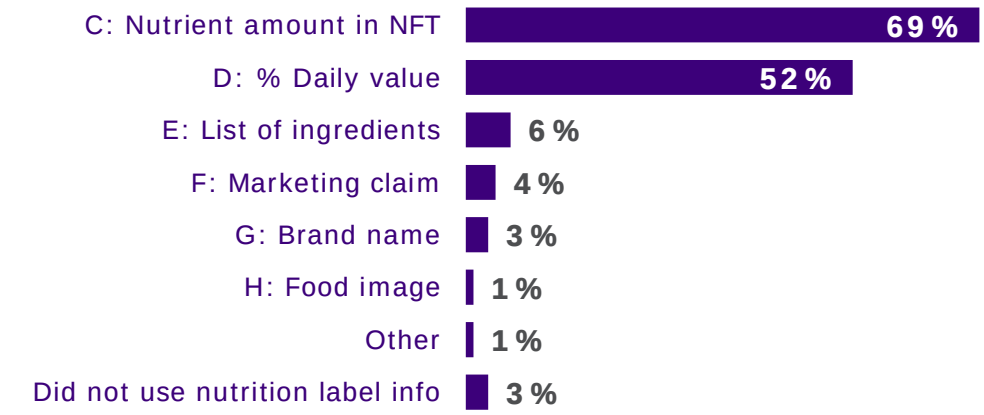
INFORMATION USED TO IDENTIFY THAT A PRODUCT IS HIGH IN SODIUM

People who successfully identified the popcorn high in sodium used the nutrient amount and the % daily value in the NFT to make their decision.

Product A (n=242)



Product B (n=1,758)

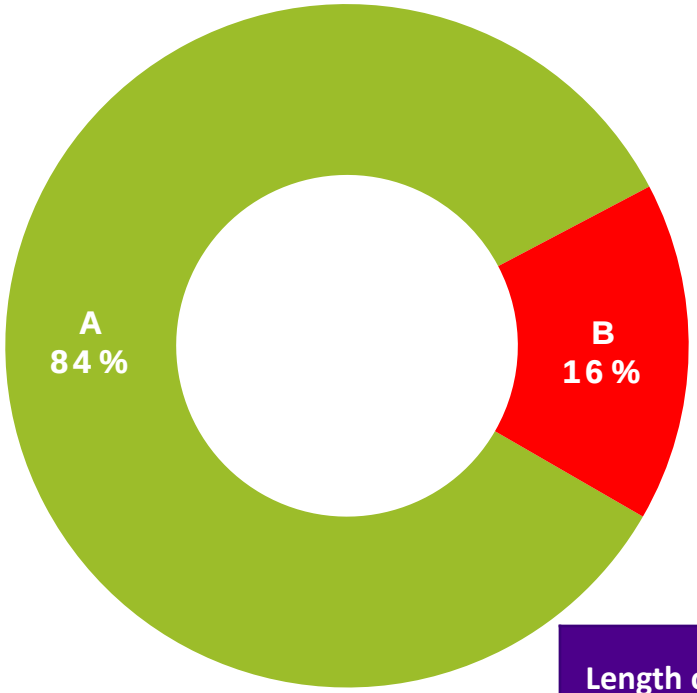


Q2B. What information on the popcorn package did you use to make your decision? Please select the information you used (*select all that apply*).

ABILITY TO IDENTIFY A PRODUCT HIGH IN SATURATED FAT

More than eight in ten correctly identified the yogurt high in saturated fat.

A (Correct)



B (Incorrect)

Median decision time: 36 seconds

Correct: 37 seconds

Incorrect: 23 seconds

Length of time	Overall Proportion	Correct	Incorrect
0-20 seconds	21%	17%	45%
21-40 seconds	36%	39%	23%
41-60 second	20%	21%	12%
1-2 minutes	16%	16%	14%
2+ minutes	7%	7%	7%

Q1A. Which yogurt is high in saturated fat? **Base**: All respondents (n=2,000)

INFORMATION USED TO IDENTIFY THAT A PRODUCT IS HIGH IN SATURATED FAT

Those who correctly identified the yogurt high in saturated fat used the nutrient amount in the NFT much more often than those who did not identify it correctly.

Product A (n=1,679)

Product B (n=321)

Q2C. What information on the yogurt container did you use to make your decision? Please select the information you used (*select all that apply*)

CONCLUSIONS

- When shown two comparable products within a food category, the majority of Canadians were able to correctly identify the product high in the nutrient in question.

- Those who identified the correct product were more likely to use the nutrient amount in the NFT and the % daily value than those who could not.

STUDY LIMITATIONS

- The determination of whether a product was high in a nutrient was based on a comparison between two specific products. The study did not measure whether Canadians could identify a product which is high in a given nutrient outside of the context of that comparison.

- Survey respondents were drawn from a panel of individuals who have agreed to participate in online surveys. The data have been weighted to reflect the demographic composition of adult Canadians. Because the sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated and the results cannot be described as statistically projectable to the target population.

- The sample design for this survey did not control for varying health literacy levels of the participants.

Appendix – Product Images

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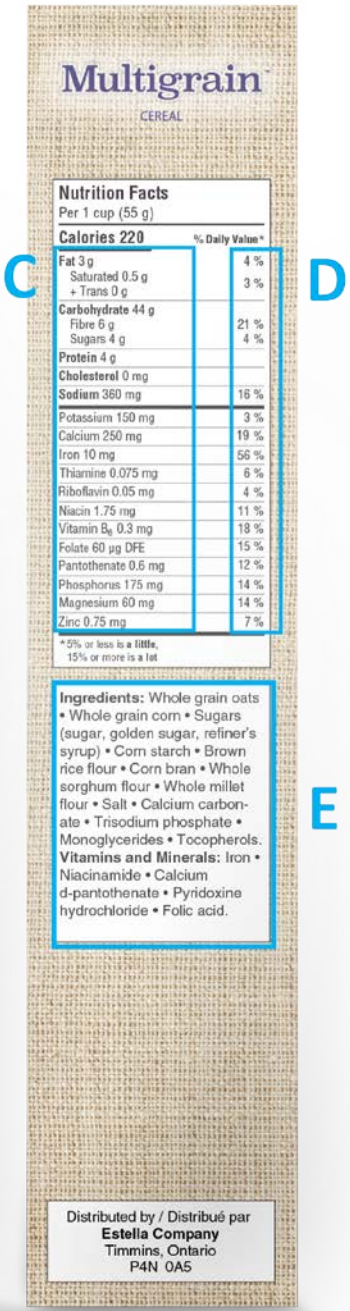
APPENDIX – CEREAL A

APPENDIX – CEREAL B



APPENDIX – POPCORN A

APPENDIX – POPCORN B

APPENDIX – YOGURT A

APPENDIX – YOGURT B